

T R I B A L

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Tribal

www.tribalgroup.co.uk

www.m-learning.org



Mobile Learning – an overview

Welcome to M-learning.org!

Here you will find wealth of information about mobile-learning, best practices, research and free resources brought to you by Tribal's Digital Learning Studio!

What is m-learning?

Mobile content authoring

Free trial

Case studies

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Knowledge centre

Case studies

➔ M-learning solutions

Mobile content authoring

Mobile learning resources

SMS quiz authoring

Free trial and buy online

M-learning services

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Mobile learning solutions

With easy-to-use tools that let you create your own content, and a growing library of ready-made resources, we offer an extensive selection of m-learning products:

- MyLearning PC
- MyLearning author
- MyLearning mobile

On any Windows Mobile-based device, your learners can access rich media resources including animation, sound and photography, making them ideal for mobile learning. MyLearning author is a set of easy-to-use mobile app that lets you create short learning activities for learners to run on their Windows Mobile-based devices

- Tribal's mobile learning team, Cambridge, UK

www.m-learning.org since 2001

Mostly adult learners, often "hard to reach"

Tools for practitioners

- Africa, Australia, Canada, Europe, US . . .

www.m-learning.org



The Context

- 5.8 billion mobile subscribers worldwide by 2013
- 50% of new internet connections in 2009 were from a phone
- 60% of the world's population can access fast mobile connections (HSPDA/3G+)
- 4 weeks ago, Mobile data use exceeded Voice in the USA
- Netbook sales in 2008 forecast at 5.3M, actual sales 14M - 2012 forecast 50M
- Smartphone market share keeps going up and data rates keep going down



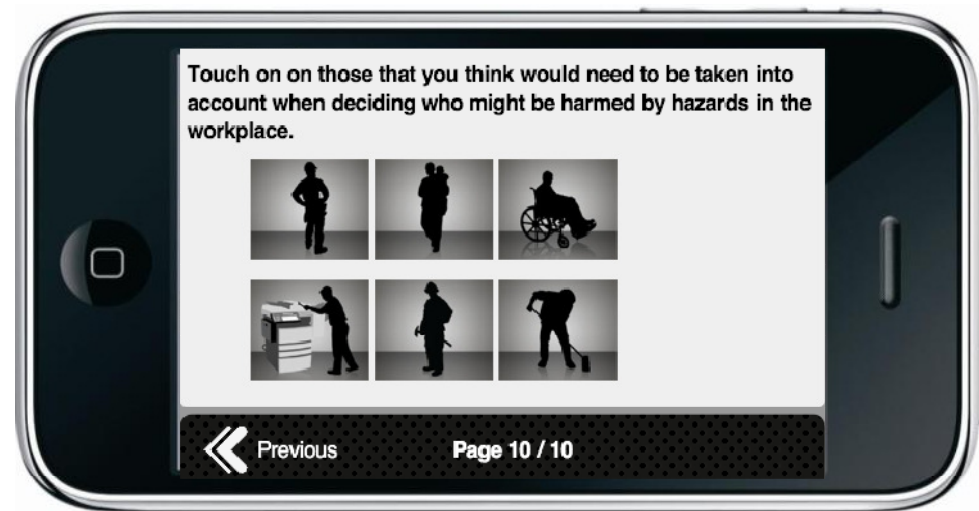
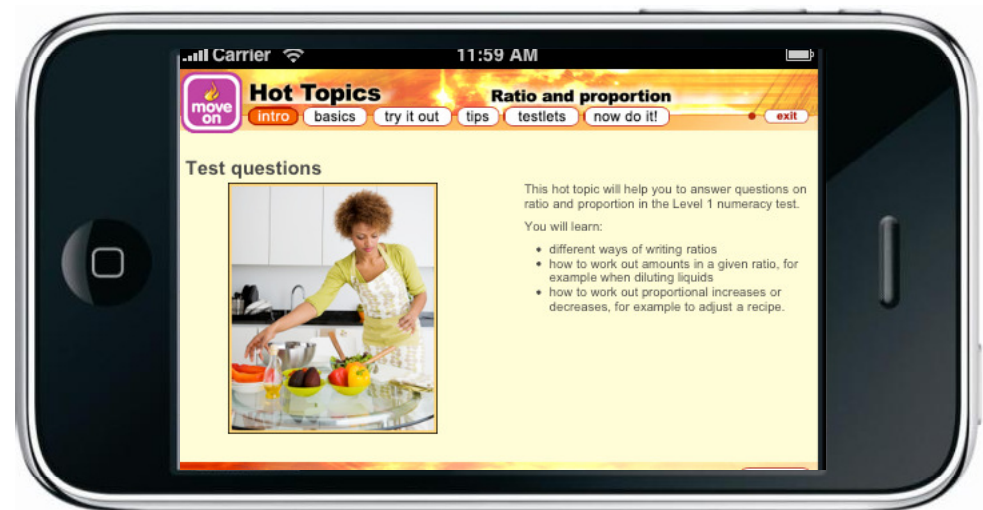
M-Learning is ...

*The exploitation of ubiquitous handheld technologies, together with wireless and mobile phone networks, to **facilitate, support, enhance and extend the reach of teaching and learning***

Looking at some of our mobile content
projects

Beyond m-courses

SCORM vs Mobile – a whitepaper



Mobile courses



- ABOUT MCDONALD'S
- MCDONALD'S BELIEFS
- WHAT'S GOING ON
- PEOPLE PROMISE
- MY VIEW

Sainsbury's



My learning

Maths

English

Training user's Learning Plan

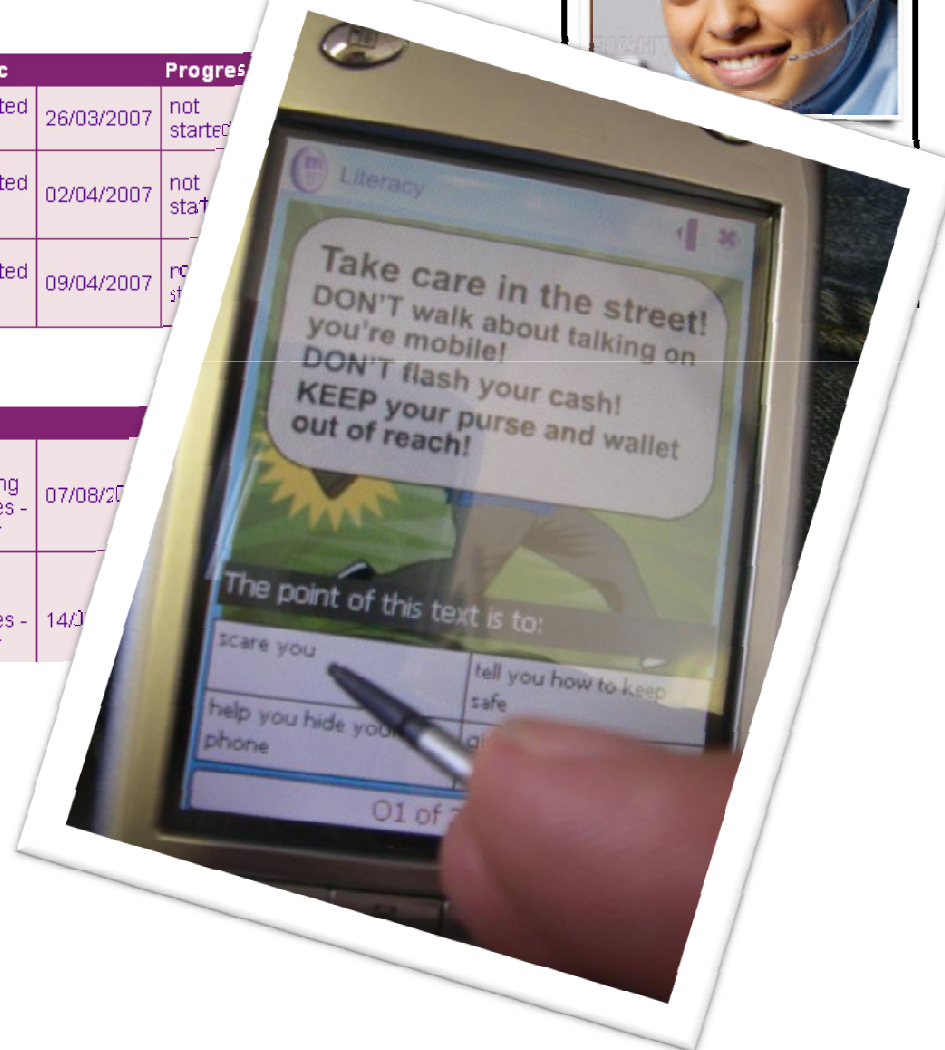
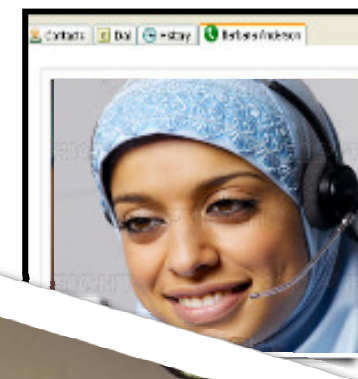
Back

Integrated task

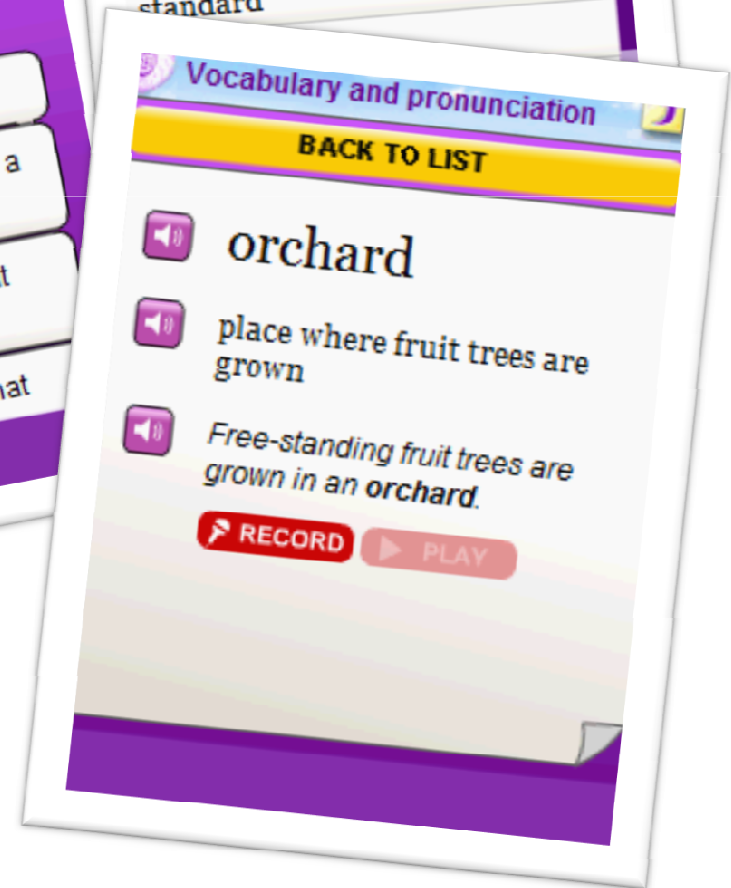
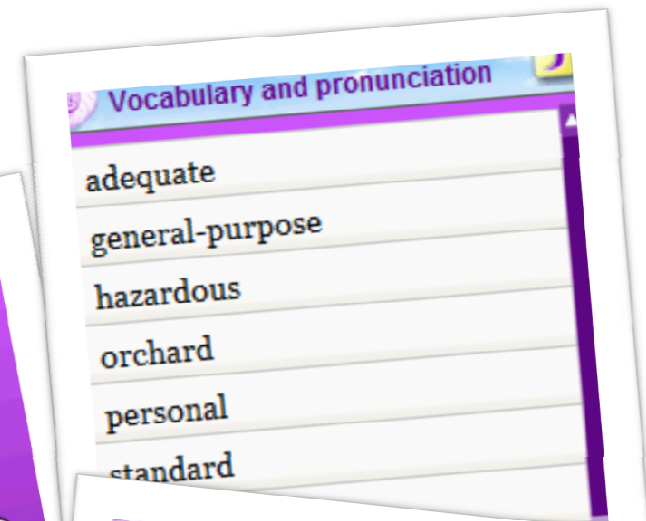
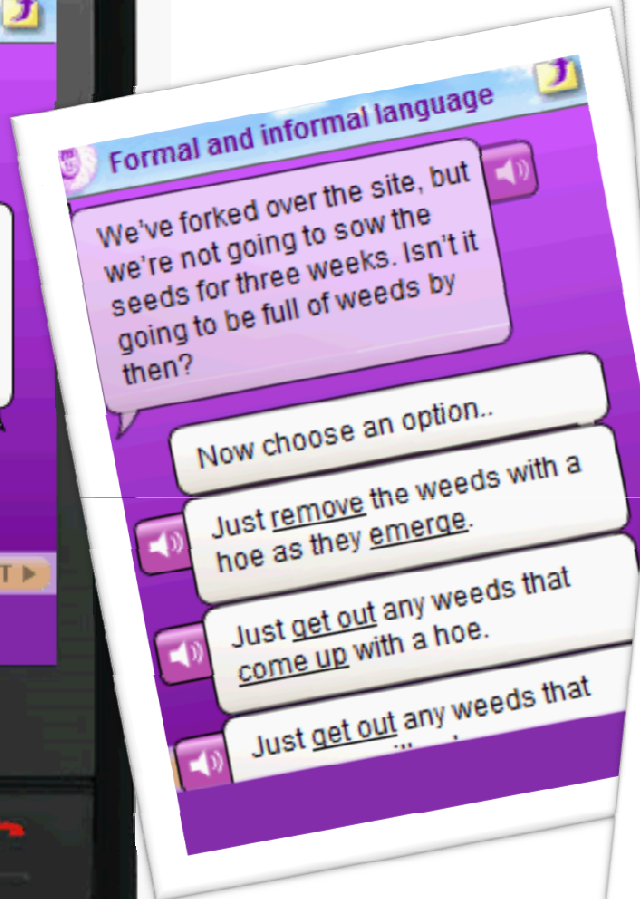
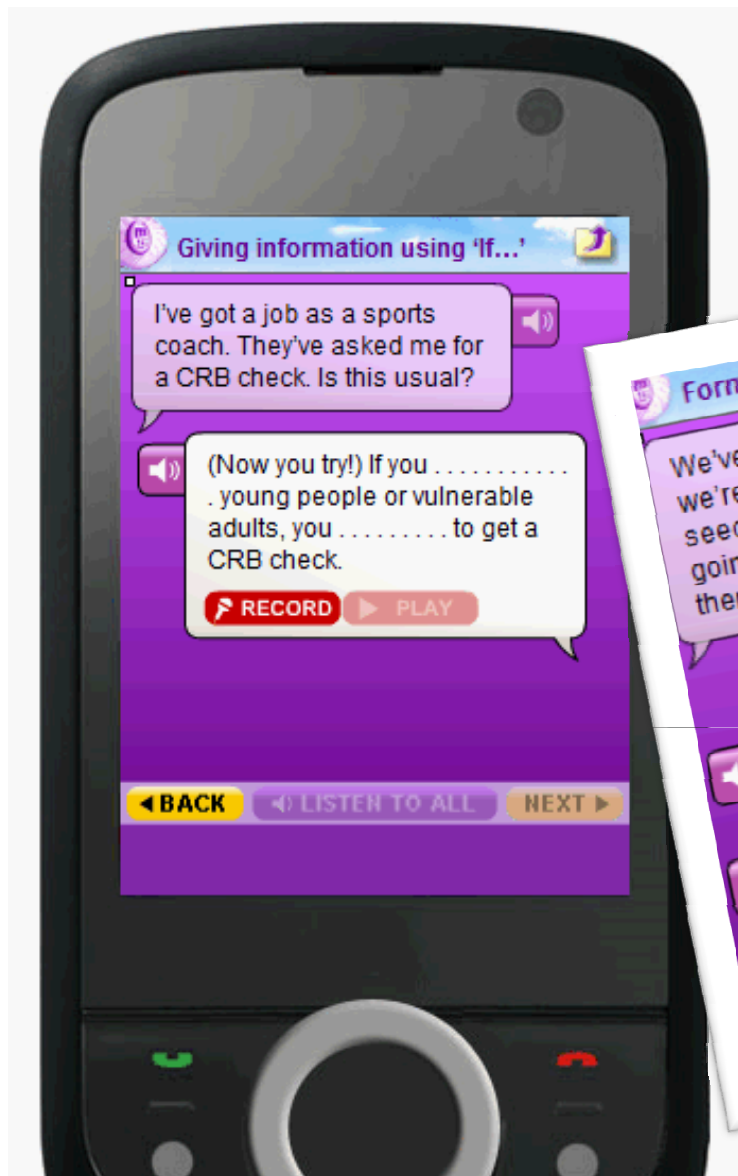
Title	Objective	Topic	Progress
Hotel misdescription	Write a letter using information given.	Integrated tasks	26/03/2007 not started
NHSDirect	Find and use information to give instructions.	Integrated tasks	02/04/2007 not started
Review a website	Practise exploring a website and writing a review.	Integrated tasks	09/04/2007 not started

Reading and writing - sentence

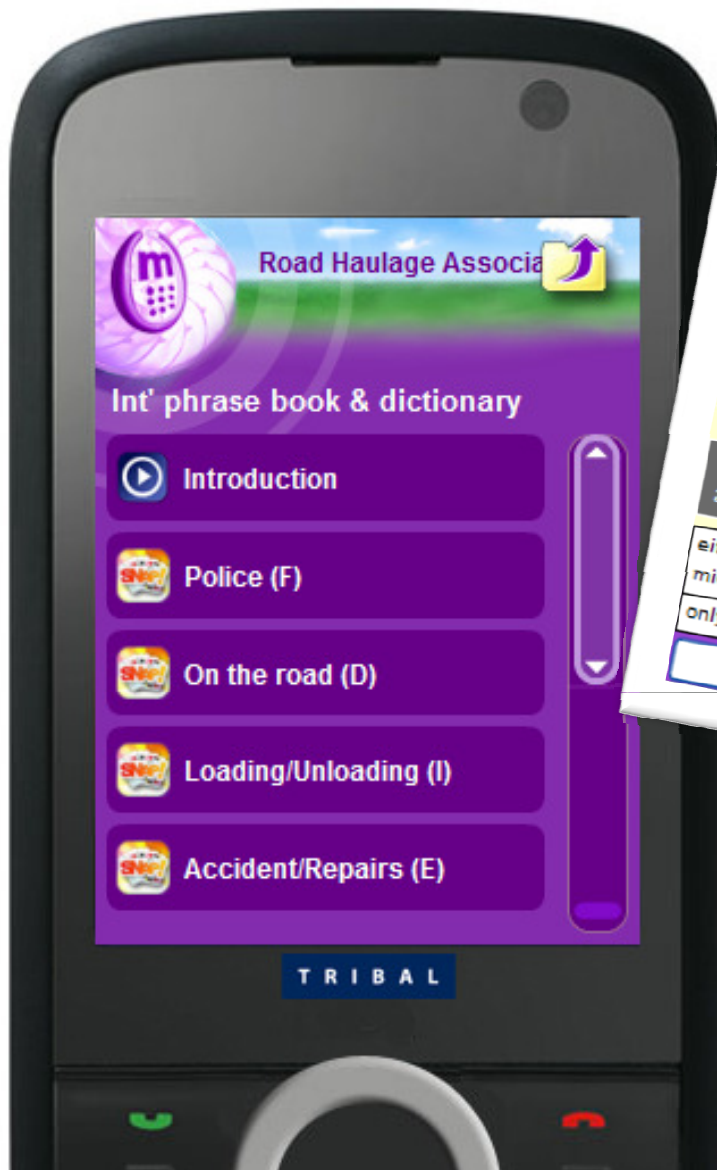
Title	Objective	Topic	Progress
Adverbs	Understand and use adverbs.	Reading and writing sentences - grammar	07/08/2007 not started
Instructions	Understand the language of instructions, and practise following	Reading sentences - grammar	14/08/2007 not started



Mobile extras (top-ups)



Learning at the point of need

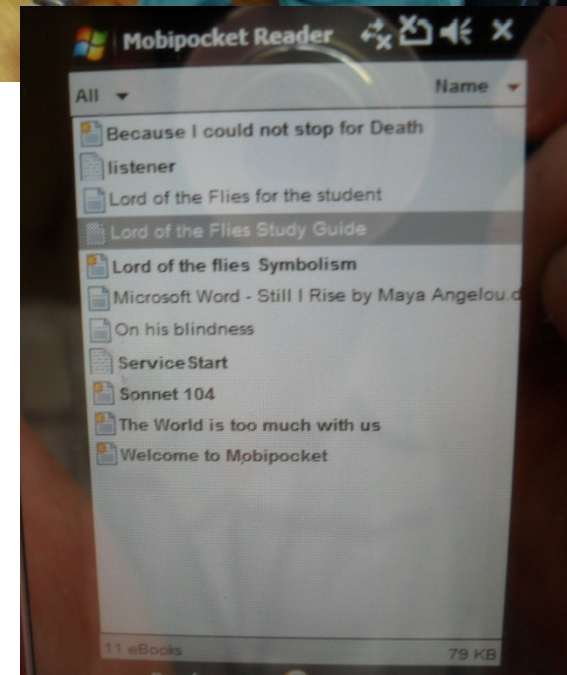


Learning at the point of need

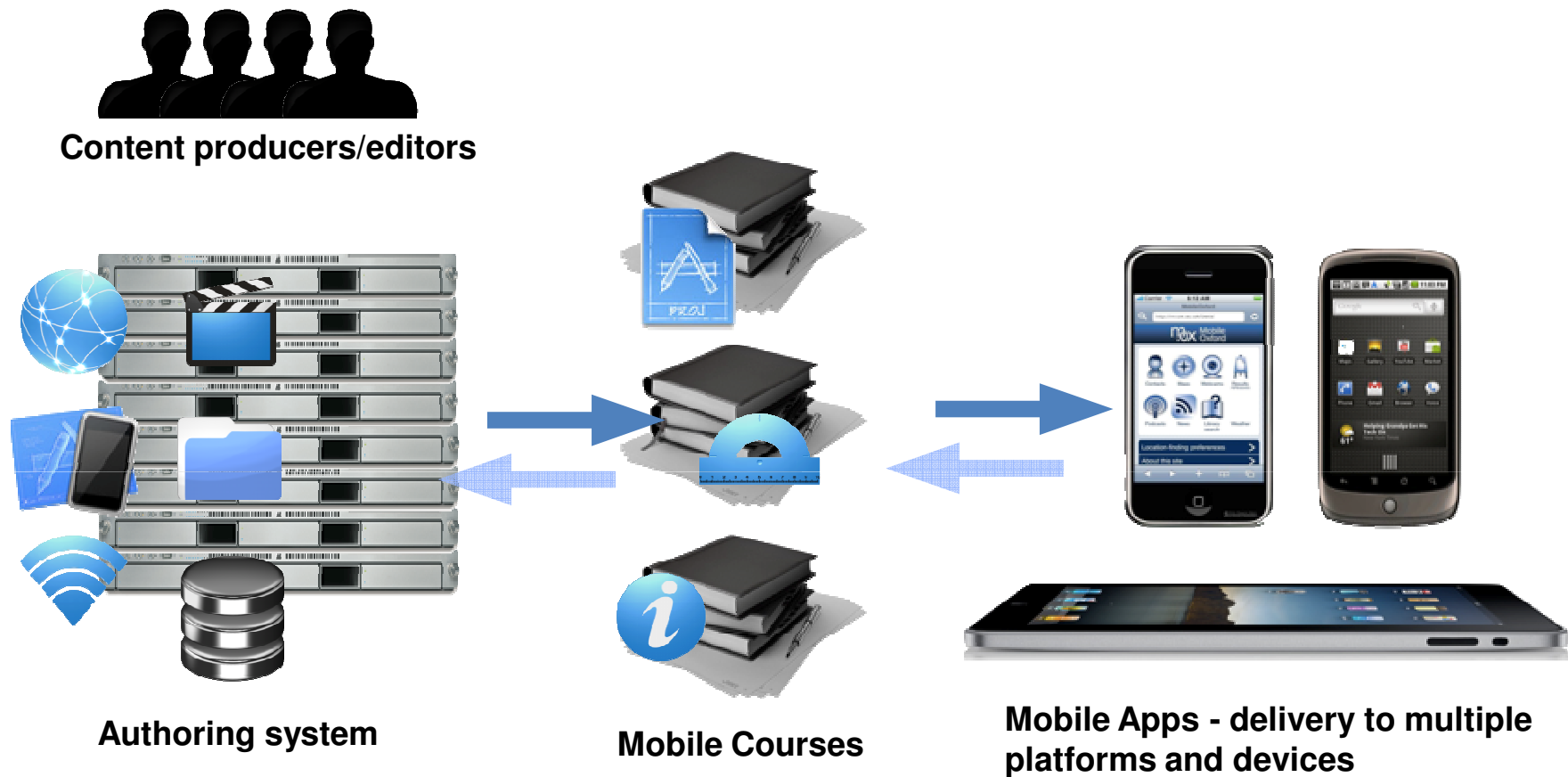
Literacy skills in South Africa:

E-Books

Locally authored content



Fit for purpose



Authoring tools for Editing, Contextualization and Localization

M-learning needs a broad range of solutions:

On *and* Offline *

Portable *and* phones

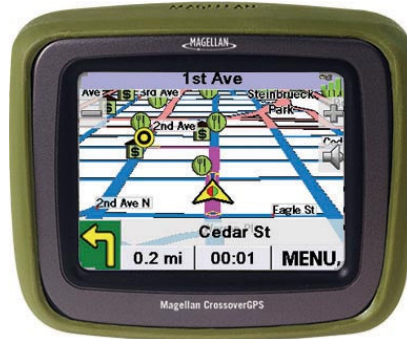
Single *and* Multi-users *

Learning *and* Screening

Evidence collection

Smart search

Short and sharp



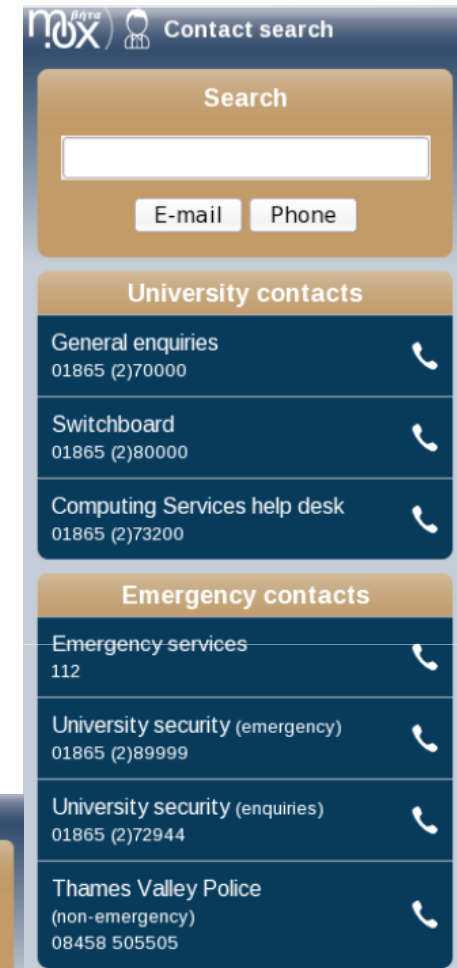
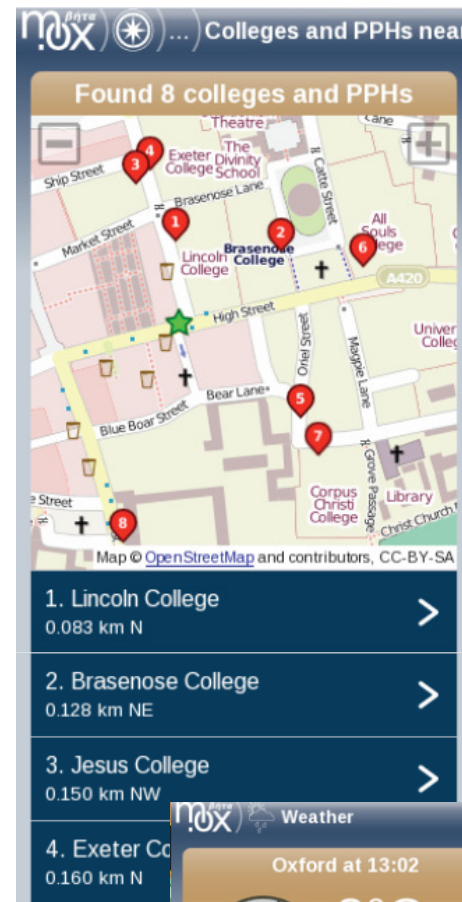
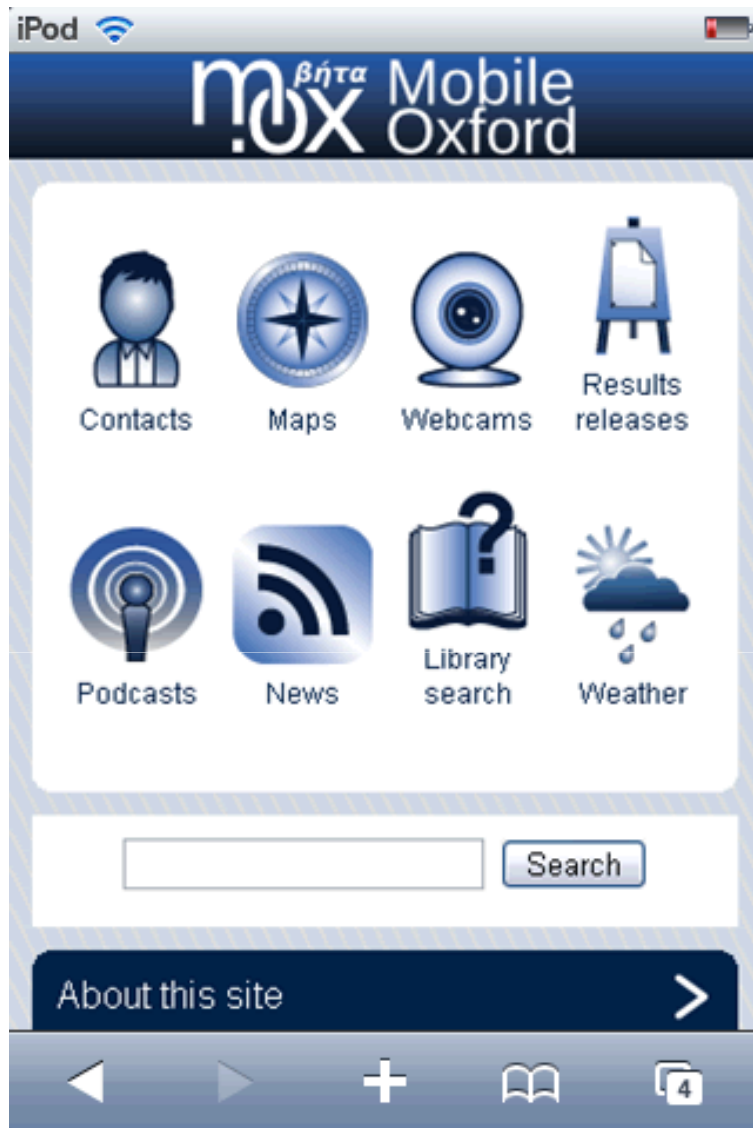
Learning by doing

M-learning: beyond content



millee





Mobile access to institutional services

m.oc.ac.uk



Abilene Christian University

- Every undergraduate receives an iPhone / iPod Touch
- Provides access to university's custom-built online infrastructure



<http://www.acu.edu/technology/mobilelearning/index.html>



Normanby Primary School

- Digital technology integrated into teaching
- Technology complements learning – it is not the focus of it





Layar browser

- Location-aware information stream – a.k.a. the “reality browser”



<http://www.layar.com>



millee

- mobile and immersive learning for literacy in emerging economies

www.millee.org



Images © www.millee.org

Pedagogical approaches: m-learning vs e-learning

Pedagogy is fully supported

Pedagogy is partially supported

Pedagogy is not supported

#	"Pedagogy"	M-learning	E-learning
1	VLE-based course participation (institutional CMSs with large-scale enrolment)	Previously, mobile devices have not been ideally suited to accessing VLEs due principally to graphical limitations. However, increasingly the leading VLEs are providing mobile front ends which enable mobile access. This is a growth area.	VLEs are almost universally designed for use in e-learning environments. They are almost certainly the most common digital tool used to support formal learning in educational institutions. Entire cohorts of students are enrolled in such systems and courses delivered through them.
2	Content delivery (consuming SCORM, applications, documents, video, audio, etc)	Almost all conceivable types of digital content may now be consumed on modern smartphones. The rise of applications ("apps") on Apple, Android and other devices offer a convenient, if not exclusive technique to distribute such content. Interactive educational content for m-learning (e.g. SCORM-based) needs to be designed differently from m-learning to take account of reduced graphical abilities.	All types of digital content may be consumed on PCs. It is arguably easier to read large documents in such an environment due to a tendency for larger screen real estate. Due to the earlier arrival of e-learning than m-learning, much educational content is exclusively designed for e-learning platforms (particularly graphically).
3	Social learning (consuming and generating content as part of an ongoing learning discussion)	Many of the major social media platforms are designed to fully support mobile devices. It is also possible to use mobiles to access forums and the blogosphere. This allows users of such devices to participate in social learning. Text input can be awkward, although this is improving. Generation of multimedia is straight forward.	At this time it arguably remains slightly easier to participate in social learning from a PC than a mobile device. However this is purely due to greater ease of text input and readability of non-mobile optimised websites. Also, PCs do not compete with the ease of gathering multimedia "on location", in which area mobile devices are superior.
4	Record of achievement (evidencing learning through upload of learner-generated content and reports)	As with VLEs, specialist front-ends are required to access existing e-portfolio systems on mobile platforms. However, this is technically feasible, and a growth area.	Use of electronic evidencing is well established in the e-learning domain. Some overlap with VLEs.
5	Just-in-time training (training for the task immediately at hand) and "bite-size" learning (learning in odd	If the the training has been created, it may be accessed by the learner in almost any circumstance. This makes mobile	Available, but only practical in some circumstances. For example, it might be feasible to deliver JIT training on how

General conclusions

- “Traditional” e-learning approaches are not the whole picture when going mobile
- M-learning allows previously impractical approaches to learning
- Focus on the learning not the technology to deliver the best learning solution

Mobile-SCORM Conclusions

- Technical: SCORM can be done on mobile *as is*
 - Consider handling connection issues in standard?
- Pedagogical: raison d'être (reusable content packages) is core. Then extend:
 - Ability to respond to location?
 - Support interaction between users?
- Expanding scope could benefit e-learning too!

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Any questions?